



2003-05 Strategic Plan

August 2003

The DCA Mission

To promote and protect the interests of California consumers by:

- Serving as guardian and advocate for their health, safety, privacy and economic well-being.
- Enhancing public participation in regulatory decision-making.
- Promoting legal and ethical standards of professional conduct.
- Identifying marketplace trends so that the Department's programs and policies are contemporary, relevant and responsive.
- Partnering with business and consumer groups in California and the nation.
- Working with law enforcement to combat fraud and enforce consumer protection laws vigorously and fairly.

This is an overview of the California Department of Consumer Affairs' Strategic Plan for 2003-05.

The plan is a blueprint for the Department's activities for the next two years.

Vision

California consumers and businesses will have a safe, fair and competitive marketplace. DCA will be accessible to Californians and will bring a common sense approach to public policy and resolution of consumer issues. DCA will set the standard for innovation and quality customer service.

Department of Consumer Affairs 2003-05 Strategic Plan

Values

DCA values public access, assistance and service.

DCA values consumer and business participation in decision-making.

DCA values diversity.

DCA values integrity and competence in serving the public.

DCA values a *can-do* attitude in its employees.

DCA Goals

The DCA has established five goal areas, which provide the framework meeting its mission:

Regulatory Process

Create a contemporary, relevant and streamlined approach to consumer protection and marketplace regulation.

Information and Education

Develop DCA's role as a primary resource on consumer issues.

Consumer Assistance

Enhance individual consumer access to and assistance from DCA and other organizations for resolving issues and complaints.

Public Policy

Review, analyze and formulate public policy that enhances consumer protection.

Organizational Effectiveness

Enhance organizational effectiveness and improve the quality of customer service in all programs.